

Executive Committee for Highway Safety
Keeping Drivers Alert
Working Group Meeting Minutes – Mtg. #13
January 10, 2006

Location:

UNC HSRC, Chapel Hill @ 10:00 a.m.

Committee Members in Attendance:

Tom Crosby
Jane Stutts

Jessica Jones
Daniel Schismenos

Cliff Braam
Joe Geigle

Katy Jones
Arthur Goodwin

Scribe:

Katy Jones

Minutes:

- The meeting began at approximately 10:05 a.m.
- Tom Crosby opened the meeting with a brief overview of the working group's current strategies and introduced new members.

Task I – Campaign Development

Cliff Braam briefly outlined the recent events in the development of the campaign as well as the timetable expected. The working group will collaborate to submit a concept statement to the NC Governor's Highway Safety Program for potential funding of campaign elements.

Katy Jones gave a brief overview of the campaign concepts being developed by the UNC Journalism and Mass Communication class. An overview document of these campaigns is enclosed within the minutes. To view the campaign materials and presentations in their entirety, please visit http://www.hsrc.unc.edu/kda_class_materials.htm

Cliff, Jessica and Katy will give a brief update to the Executive Committee at the Feb. 8 meeting on the campaign pieces developed by the UNC class. The group discussed the importance of building evaluation within the campaign. Jane and Arthur will work on this component of the campaign upon final decision of the campaign elements. These pieces will be presented, discussed and finalized by/during the next KDA working group meeting.

In discussing the issue of drivers education curriculum, Cliff announced the Executive Committee will address the addition of a new working group to focus on young driver issues. Out of this working group, the KDA group would like to see more definition and educational information surrounding distracted and drowsy driving by teens in the DMV manual as well as the state-approved Driver's Education curriculum.

Task II – Discussion of Drowsy Driving Strategy

Cliff Braam will draft a strategy for incorporating additional text relating to drowsy and distracted driving with the NC DMV Handbook.

Gunnery Sergeant Dan Schismenos presented the characteristics of drowsy/distracted drivers from an enforcement perspective and offered the following violations normally associated:

- Improper Lane Usage
- Driving Left of Center
- Lane Drifting
- Lane Weaving
- Swerving
- Speed too slow for conditions
- Speed too fast for conditions
- Failure to obey traffic control device (traffic light)
- (Green Light: not traveling forward/ Red Light: Not stopping)
- Excessive Audio (loud stereo music)

Jane Stutts discussed a driver's self analysis of being drowsy while driving. While every driver has a varied threshold of being tired, most recognized signs of sleepiness (nodding off, drifting) occur too late for the driver to take preventative measures. The focus needs to be on preventative measures (recognizing number of hours of sleep) versus coping aspects (coffee, rest stops).

Additional Resources

Several of the resources mentioned within the working group meeting are included below:

NTSB New Release - Statement from Acting Chairman made at the International Consumer Electronics Show

<http://www.nts.gov/Pressrel/2006/060106.htm>

Department of Defense News Release – Cell Phone Restriction on Military Bases


http://www.defenselink.mil/news/Jan2006/20060105_3844.html



Reminders


- The next Executive Committee for Highway Safety meeting will be held on February 8, 2005.

NEXT MEETING: Friday, March 10, 2006, 10-12 at HSRC

Enclosure: KDA Working Group Campaigns Summary Sheet

Campaign	Summary	Key Elements
<p>[Insert adjective here] Things Happen When You're Not Paying Attention</p>	<p>Objective: Increase awareness of the dangers of distracted driving among teens, parents</p>	<p>Slogan: interchangeable</p> <p>Curriculum Development</p> <p>Grassroots: Partnership with SADD, student groups, fast food posters, bags</p> <p>Web site: see link</p> <p>Media Kit</p> <p>Public Service Announcements</p>
	<p>Target: Primary audience - Teens ages 18 to 19 Intervening publics include parents, teachers, media, sponsors</p>	
	<p>Objective: Raise awareness of the issue through the development of Driven for Livin' clubs, peer involvement</p>	<p>Student involvement: development of clubs, involvement in the creative process, creating buzz</p> <p>Event Management: Driven 4 Livin' Fest</p> <p>Continual Student Involvement: elementary students, college interns</p> <p>Seminars with school officials</p> <p>Standardized Drivers Education</p>
	<p>Target: Primary audience: Teens and their peers Secondary audience: parents, school officials, legislators, media, sponsors</p>	

Campaign	Summary	Key Elements
	Objective: To increase enforcement of GDL restrictions by increasing awareness of the law to enforcement	GDL Tip Card and Brochure Visibility coupled with enforcement: increased perception of getting caught Increased presence of enforcement in schools and on the road
	Target: Primary: Teen Drivers Secondary: Police Officers, Media	Using existing collateral materials - Smart Drivers Just Drive (NHTSA) Rewards System: new driver identification stickers and registration with a monthly drawing with rewards for drivers with no infractions
	Objective: Raise awareness of the issue through the development of an awareness week in conjunction with curriculum development	Distracted Driving Awareness Week: establish an awareness week to raise awareness Phase Approach: begin with 10 counties in the state
	Target: Primary audience: Teens, parents Secondary audience: school boards, teachers, media	Curriculum Development: revamp of drivers ed, train the trainer sessions Sprint Campaign

Campaign	Summary	Key Elements
	Objective: Reduce crashes caused by teens between the ages of 15 and 19 through the development of a	Earned media: letters to the editor, increase coverage of the issue Pledge Drive Events: Tour across the state to encourage students to sign a pledge promising to reduce distracted driving behaviors
	Target: Teens and parents	Public Service Announcements